

Weston-super-Mare Enterprise Area Prospectus 2022





WsM | Enterprise Area is a thriving, flexible and sustainable site in the M5 opportunity corridor. Its 72 hectares will support 10,000 new jobs and 6,000 new homes by 2026. Our ambition is to create a place where people can live, work and study, building on Weston-super-Mare's creativity, connectivity, natural assets and amenities.

Welcome to the WsM | Enterprise Area prospectus, which highlights a range of exciting investment opportunities and sets out why this is a great time to invest. There is already a lot happening in North Somerset, but we want to see more. As the world around us shifts into a new normal, we are ambitious and open for business – it is only through delivering better local opportunities that support innovation and entrepreneurialism that we will achieve North Somerset's full potential.

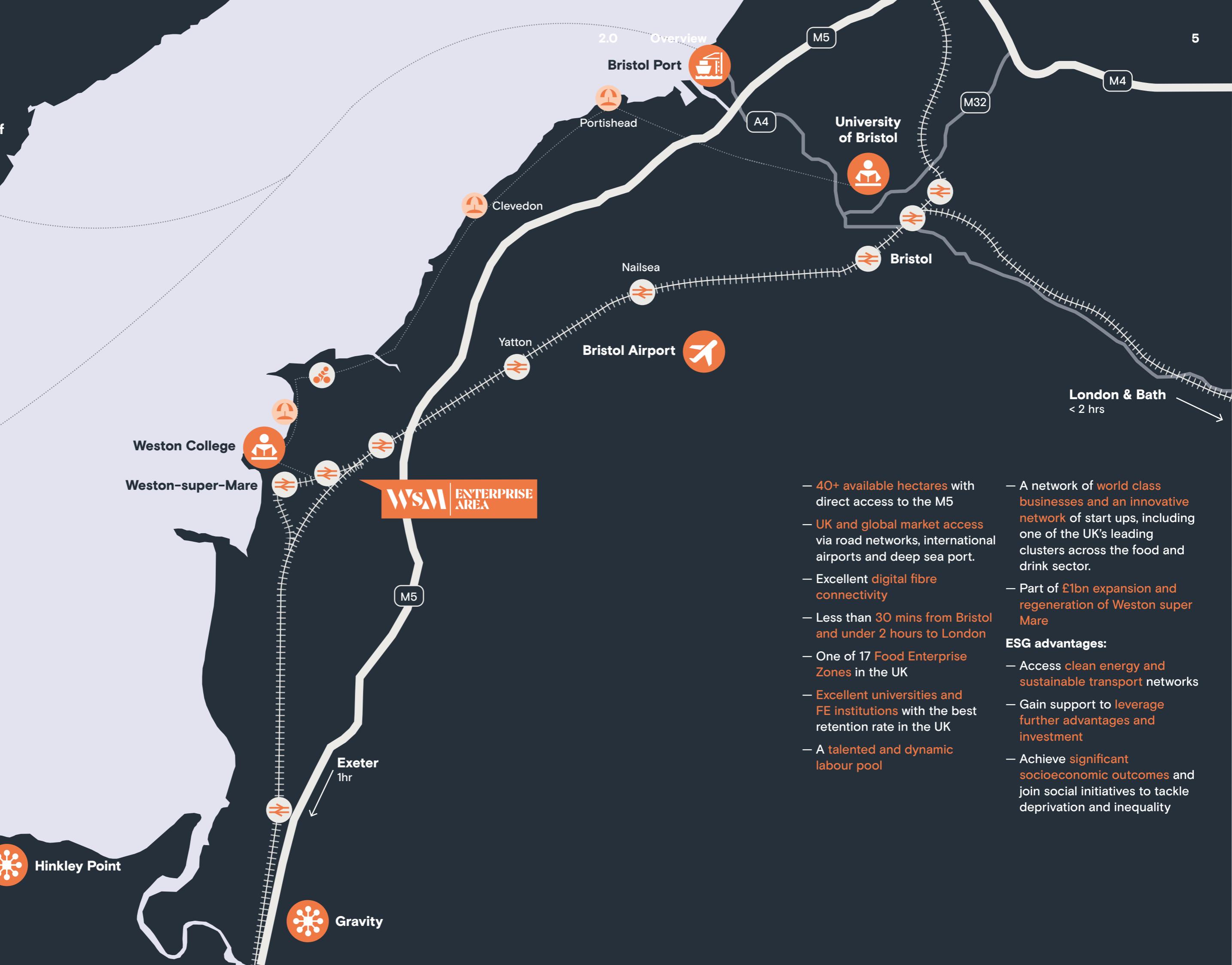
Over the last few years, we have put in place the building blocks for growth – investing more than £100m in infrastructure and putting in place policies that support growth.

We have the conditions to support business growth and innovation – our district is home to one of the UK's best and most cost-effective end-to-end

logistics networks, as well as spectacular natural assets and award-winning coastlines. We have access to clean energy, digital connectivity and a talented and committed workforce. Our economy, already worth over £4bn, is highly entrepreneurial, with many micro businesses and SMEs that add significant value to our economy.

We have exciting ideas to enhance the quality of life of local residents and workers through the culture-led regeneration of Weston-super-Mare, as outlined in our SuperWeston strategy. Our work underway will bring forward ambitious, high-quality new development, infrastructure to encourage zero-carbon lifestyle like the pier-to-pier cycleway, and fantastic amenities at iconic venues like the Tropicana and the Grand Pier.

OVERVIEW 2.0



WsM Enterprise Area is developing at pace, strengthening North Somerset's position as the gateway to growth and innovation in the West of England – identified as one of the most desirable areas to live in the UK.

The region is home to 1.1 million residents, four prestigious universities and over 43,000 businesses making it a well-connected and innovative area that contributes £33bn to the UK Economy.



A place to connect

Access world-class talent, existing industry clusters and nearby centres for innovation like Gravity, Hinckley Point and FoodWorks.

Get to Bristol in less than half an hour, and the Midlands and London in less than two hours. Benefit from close proximity to a global freight logistics hub and deep-sea port at Bristol Port and Bristol International Airport. Connect to the rest of the world, while enjoying the best views, with our exceptional fibre digital networks.



A place to grow

WsM Enterprise Area is North Somerset's major employment, innovation and enterprise hub.

It is one of six enterprise zones and areas in the West of England and home to North Somerset Enterprise Agency, the SouthWest Food Innovation Centre and North Somerset Enterprise and Techology college. Weston Business Quarter will provide more space for businesses to grow.



A place to innovate

Home to a diverse economy with specialist clusters in high-value growth sectors, including food & drink, sustainable technologies, professional services and the creative sector.

Investment into state-of-the-art facilities at FoodWorks phase 2 will accelerate this growth, connecting local producers to collaborate, innovate, identify new markets and create exciting jobs within the sector.



Whether you are a global manufacturer, or an SME looking to grow, WsM Enterprise Area offers:

An outstanding quality of life for all generations

- Live with clean air and cycle to award-winning beaches and picturesque countryside.
- Child friendly with excellent schools and a network of parks, spaces, and amenities for healthy and fulfilling activities.
- Exceptional natural resources including 35 miles of coastline and the Mendip Hills Area of Outstanding Natural Beauty.



WsM-Enterprise Area is in Weston-super-Mare, the second-largest conurbation in the West of England, offering unparalleled access to global supply chains and networks, exceptional talent and a great quality of life.

A talented workforce

- Bristol, Exeter and Bath universities – boasting the country's best retention rate – on the doorstep
- 49,100 residents holding NVQ4+ qualifications and 2,800 entry-level available workers
- Local institutions and FE colleges working with industry to identify future skill gaps, support and train the next generation of highly skilled people.



Access to global markets

- Less than 30 mins to Bristol deep-water port and International Airport, offering direct links into overseas markets
- Outstanding digital fibre connectivity, with planned upgrades via CityFibre's Gigabit Cities programme by 2025
- Directly on the M4, linking into the rest of the SouthWest, Bristol, Wales, the Midlands and London.



A diverse local economy

- Established clusters in the food & drink, creative industries, professional services, green technologies and logistics industries
- On the M5 opportunity corridor, with links into Hinkley Power Station, Gravity, Bristol Port and International Airport
- Exciting plans for £1bn investments to regenerate Weston-super-Mare

£90m has been invested to date in developing c.30 Ha of Junction 21 Enterprise Area through a mix of public and private investment from Persimmon Homes, Homes England, St Modwen, Dowlas Developments Ltd, Landmore Developments, Mead Realisations, Abbey Manor Group and North Somerset Council – many of these forming a strategic joint marketing and delivery group for Junction 21 Enterprise Area.

The future thinking for J21 is complemented by the vision for Weston-super-Mare, which recognises the opportunity arising from recent changes in the market, emerging areas for innovation, as well as the identified needs of its businesses, residents and workers.

Roadmap

2013: North Somerset Council establish Local Development Orders to unlock opportunity and create development space for private sector investment.

2018: Food Enterprise Zone established

2020: Weston-super-Mare identified as one of the Gigabit cities as part of the CityFibre programme, with a planned £22m investment

2021: £2.8m from UK Community Renewal Fund

2022: Weston-super-Mare chosen as 1 of 10 locations across UK to host a flagship, national arts and culture installation - See Monster [LINK]

TBC: The growth of the food sector and related such as the Food Works South West (future phases and timescales to be inserted)

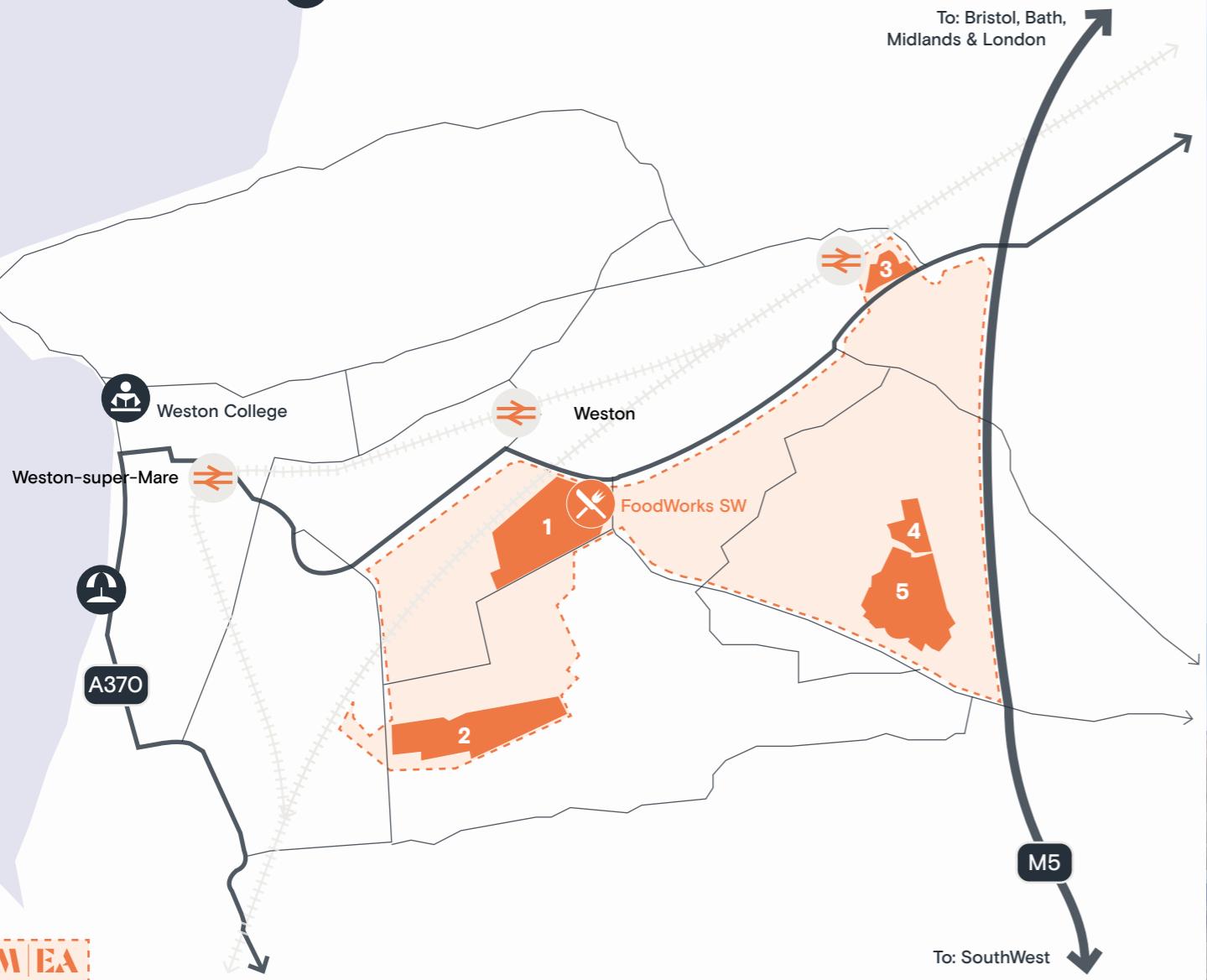
TBC: The vision for placemaking for Weston-super-Mare, as defined in the Weston place-making strategy (insert identified / underway improvements)

TBC: Future local plan adoption

2030: The requirement for any future development to recognise and make significant contributions toward carbon reduction, including enabling behaviour change and innovation (aligned with Council's climate emergency mandates)



OPPORTUNITIES 6.0



WSM EA

1. Weston Business Quarter

A 72 ha commercial site which forms part of the wider Heywood village development. A partnership between Persimmon Homes, KMW Properties, North Somerset Council and St Modwen. The site is home to a cluster of knowledge-intensive technology, media, telecoms and manufacturing businesses.

2. Westland Distribution Park

The site comprises of 345,211sqft of fully serviced industrial space across 25 acres, located on the main arterial route into Weston-super-Mare. Includes a range of industrial land and buildings up to 50,000 sqft for business and industrial activities.

3. Weston Gateway Business Park

Located close to the J21 M5 junction and comprising of 7 plots with outline permission for a range of commercial uses for 118,400 sqft.

4. Parklands Village

Keepmoat Homes have partnered with North Somerset Council to deliver 425 new high-quality homes on our land at Parklands Village, including 15 per cent zero carbon homes. This is the first phase of outline planning consent for 700 homes.

5. Locking Parklands

An 82 ha mixed-use scheme, comprising circa 1,450 new homes together with associated employment, retail and leisure space – promoted by St Modwen. Commercial opportunities from 3,000 to 115,000 sqft.

6.0 Opportunities



Weston Business Quarter

Site features

- FoodWorksSW Food Innovation Centre
- The Hive – modern, flexible and affordable office space and support to start ups in the local area.
- North Somerset Enterprise Agency
- The Landing Light Public House
- Travelodge Hotel
- Local shopping amenities
- Childcare facilities



Weston Gateway Business Park

Site features

- Enterprise house: grade A office flexible office space, from 2,500 sqft
- 40,000 sqft company headquarters is completed and operational
- Super Mare public house
- Avon and Somerset Police
- All roads and utilities completed
- Next to Worle Rail station, cycle and pedestrian routes





Advanced engineering & sustainable technology

Manufacturing output is 20% higher than it is nationally, and 30% above the West of England (WoE) economy as a whole.

Contributes more than £650m to the North Somerset economy.

Employs more than 6,000 people in North Somerset, 23,000 in WoE



Food & Drink

The South West food and drink sector is one of the strongest regional sectors in the UK.

2,200 businesses and over 60,000 employees.

Home to 10.32% of food and drink businesses in the UK, the highest proportion of F&D businesses outside of London.



7.0 Growth Sectors



Transport, storage & logistics

WsM-EA is strategically located between logistics hubs and other industrial areas like Avonmouth, Bristol Port, Gravity, and Hinckley Point.

8% of North Somerset residents work in transport and storage

Contributes £4.3bn GVA to Southwest economy



Creative industries

Creative industries are growing 5x faster than the UK average.

Weston Business Quarter is home to a cluster of technology and media businesses.

Unboxed: Creativity in the UK – a flagship, national arts and culture installation – will arrive in 2022, further strengthening the sector.



Professional services

2nd largest skills sector, supporting larger hubs in Bristol and Bath.

15% of the total employment in NS

2,885 businesses



Visitor Economy

The sector accounts for 15.3% of North Somerset's economy, contributing £378m and supporting 7,300 jobs.

Staying visitors per year: 0.5m visitors, 1.8m staying nights, £105.5m spend

Day visitors per year: 7.5m, £261.2m

Sector spotlight

The Food Works SW, a flagship regional Food and Drink Innovation Centre.

Key facts

- A 4.04 ha DEFRA-designated Food Enterprise Zone
- £11.3m invested
- Phase 1: Completed in 2020
- 2,639 sqm, 12 food grade business units, product development facilities and business engagement hub
- Phase 2 & 3: under development, with design and build options

FoodWorks' aim is to help improve the food supply chain by linking farmers and producers at the very start of the food chain to food manufacturing, distribution and retail.

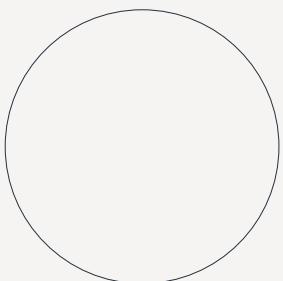
The Foodworks offers businesses:

- Affordable, technical and specialist support
 - A regional business engagement network
 - Affordable food grade premises for start-up and growing businesses
 - Outstanding product development facilities to encourage innovation and knowledge transfer
 - Access to an outstanding logistics and distribution network
- Further expansion of the Foodworks is planned and will provide the following over two phases:
- Phase 2: Larger grow on space with food grade business units 3,000 – 5,000 sqft
 - Phase 3: Plots available for design and build options

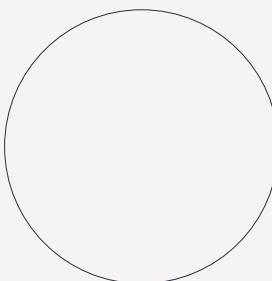
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The potential of Junction 21 immense – now is the time to invest, offering a chance to shape Weston-super-Mare's future and benefit from ongoing significant investment into local infrastructure. Through our dedicated team, we are ready to work with investors to re-shape the economy of the West of England.

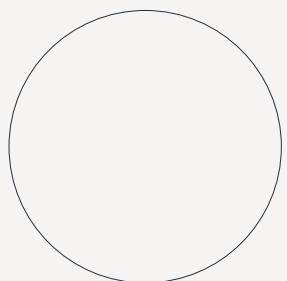
Meet the North Somerset team



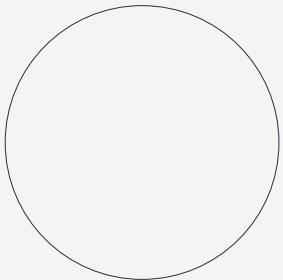
Jo Walker
Chief Executive, North
Somerset Council



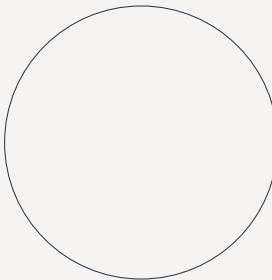
Lucy Shomali
Director of Place



Alex Hearn
Assistant Director,
Placemaking & Growth



Victoria Barvenova
Head of Economy,
Place Directorate



Corrina Parkinson
External Investment
Manager